

# Deborah Raccagni

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## Digital Marketing

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## Curriculum Vitae

Lecturer of the Department of Marketing at Bocconi University.

Degree in Business Administration at Bocconi University, Milan, 2002

Ph.D. in Business Administration and Management, Bocconi University, Milan, 2008

## Research interests

- Customer Knowledge Management
- Collaborative Approach Implementation and Value Creation
- Internet Marketing
- Innovation and Technology management

